



The U.S. Department of Commerce's International Education Letter



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HELPING YOU EDUCATE THE WORLD

Education and training is our country's 5th largest services export, bringing over \$12 billion in annual revenue to the United States, as well as enormous benefits of cultural and international understanding that are impossible to quantify. U.S. Department of Commerce Export Assistance Centers around the country work to help expand exports of U.S. products and services. This newsletter is a free service provided to U.S. educational institutions interested in expanding their international marketing and student recruitment. It is compiled and edited by the U.S. Department of Commerce education team.

Please check the boxes next to the items of interest to you, complete the brief form at the end of this newsletter, and fax or e-mail it back to the trade specialist above to receive more detailed information and consultation.

COUNTRY FEATURE: CHINA

Chinese student interest in overseas study has grown dramatically over the past 20 years, with the United States as the preferred destination. While the recent lull in the number of Chinese students studying abroad worldwide has generated concern on university campuses, this trend is likely a temporary adjustment to China's maturing domestic education market and implementation of new visa procedures. Recent statistics indicate that U.S. universities and colleges remain the top destination for overseas study.

Over the past several years, more than 100,000 Chinese students have studied abroad annually, up from only 4,900 students in the mid-1980s. China's opening to the outside world after decades of relative isolation combined with implementation of aggressive economic reforms beginning in the early 1980s served as the stimulus for the growing wave of Chinese students studying abroad. According to the United Nations Educational, Scientific, and Cultural Organization (UNESCO), China sends more students abroad than any other nation, worldwide.

Having emerged as one of the world's most dynamic economies and boasting rising disposable incomes and high savings rates, many Chinese families are financially able to send their children abroad to be educated. In 2003, Ministry of Education (MOE) statistics indicate that 93% of students studying abroad were self-financed with the remaining 7% financed by employers. A survey by the National Bureau of Statistics (NBS) found that Chinese families spend 10 percent of their savings on education, which has grown approximately 29 percent annually since 1990. In addition to savings, a growing number of middle-class Chinese families borrow money to finance the overseas education of their only child, as an international degree often ensures young professionals significant advantages in China's increasingly competitive marketplace.

U.S. schools are highly respected for academic excellence, and consequently, the preferred destination for Chinese students in the market for overseas education. The U.S. boasts the most diverse selection of schools worldwide – more than 2,300 degree-granting universities and colleges and 1,800 community colleges. In comparison to other English-speaking countries, the United Kingdom has 228 degree-granting schools, followed by Canada (200), Australia (42), and New Zealand (31). In fact, approximately one-half of Chinese students that studied abroad during 2002-2003 and 2003-2004 academic years studied in the United States. Chinese students compose the second largest group of foreign students in the U.S. (after Indian students), accounting for 11% of the 572,509 enrolled international students.

Well known colleges and universities have greater name recognition and thus, require less active student recruiting programs. However, this is not the case for the majority of U.S. universities and colleges. In a brand conscious market, less well-known schools must implement active and strategic recruitment programs to establish credibility in China's increasingly savvy education market. Access to China's overseas study market is generally accessed through the following channels:

- Direct Recruitment via Education Fairs

Schools that opt for direct student recruitment usually participate in any number of China's international and domestic education fairs. Carefully selected as fairs target different market segments – i.e. undergraduate versus graduate students.

- Recruitment via Partner Organization

Some schools also partner with local universities or recruitment/overseas advising centers to recruit students. As foreign universities have become a magnet for Chinese students, a cottage industry of agencies, brokers and go-between firms has developed. In recent years, the Chinese government has moved to license such companies. CS China can assist U.S. universities connect with authorized recruitment agencies and overseas advising centers. These organizations vary in scope, but generally provide information on foreign universities and offer guidance with assessment tests, school application materials, passport and visa procedures. They can also serve as an active recruitment agent promoting, particular foreign universities. Services are provided on either a commission basis or paid by the student. Schools beware of "visa touts" by carefully screening potential partners to ensure that they are actively involved legitimate student recruitment.

Approximately 82% of Chinese students studying in the United States are post-graduate students. However, the number of undergraduate students studying abroad is rising. Chinese students have traditionally gone abroad to pursue studies related to sciences, but are beginning to branch out into other areas including business, economics, and social sciences. In addition to undergraduate and post-graduate students, local recruitment agencies indicate that wealthy Chinese families are beginning to express interest in sending their high school age children abroad for study at private college preparatory schools. While this segment of China's overseas study market is very small, it is a niche market that will grow as the urban elite in China's major cities continues to expand.

Students at all levels generally obtain information regarding overseas study opportunities from the Internet, agencies, and exhibitions. However, some students, particularly at the undergraduate level, are learning about overseas study through "1-2-1" programs offered at their university. Some Chinese universities together with foreign partners, have designed "1-2-1" articulation agreements that offer Chinese students a two-year study abroad option for undergraduates. Through such arrangements, foreign universities are able to tap into China's market for overseas study for two years of an undergraduate student's four-year academic career. The student completes the first year of undergraduate study in China, followed by two years abroad at the foreign university, after which the student would return to China for the final year of undergraduate study to receive a bachelor's degree. Such a model is increasingly commonplace in universities across China.

The above is an excerpt from a report prepared in September 2005 by the U.S. Commercial Service in China.

SUCCESS STORY: CALIFORNIA STATE UNIVERSITY, NORTHRIDGE THE ROLAND TSENG COLLEGE OF EXTENDED LEARNING, INTERNATIONAL & INTENSIVE ENGLISH PROGRAMS

California State University, Northridge, The Roland Tseng College of Extended Learning, International and Intensive English Program, Semester at CSUN Program, and Conditional Admissions Program

Through CSUN Tseng College's strategy to increase their international student outreach and recruitment, they have increased the number of international students over the course of the past several years. They have been able to do this through developing partnerships internationally with private student referral agencies, not-for-profit overseas educational advisory offices, academic institutions, publishing companies, consultants, and foreign government agencies. The Southern California Education Training Export Consortium (ETEC) and the U.S. Department of Commerce's Commercial Service have supported their international marketing efforts. In the fall of 2003 the Riverside Community College Center for International Trade Development was awarded an U.S. Department of Commerce Market Development Cooperator Grant to promote California education and training services in Asia. ETEC has grown to include more than 65 institutions and private providers and actively promotes them in Japan, South Korea, Thailand, Malaysia, and China.

In September 2003, the Tseng College exhibited at the US University Fair in Tokyo and Kobe, Japan. The U.S. University Fair in Tokyo and in Kobe are supported and marketed by the U.S. Commercial Service in Tokyo. As a result of participating, the Tseng College recruited 10 ESL students in Tokyo and 4 in Kobe, resulting in exports totaling \$168,000.

In October 2004 the Tseng College exhibited at the ETEC Agents event in Tokyo, Japan and Seoul South Korea. The Seoul event was co-marketed by the U.S. Commercial Service in Seoul. Recruitment and International Projects Coordinator Mr. Eddie West states that as a result of contacts made there, a number of students have registered at Northridge.

In October, 2005 the ETEC events in Bangkok, Thailand and Seoul were a success in terms of student and agent contacts and Northridge is already seeing the positive results in student applications and enrollment. The conditional admissions program provides students with an assurance that once they complete English at the Tseng College they will be admitted to undergraduate and graduate programs at Northridge.

The growth strategies adopted by the Tseng College have been successful. The number of international students has risen from 78 to over 170, representing over \$750,000 in annual revenue. Mr. Eddie West credits the U.S. Department of Commerce's export promotion arm, the U.S. Commercial Service and ETEC for helping raise the Tseng College's profile and visibility abroad.

NEW MARKET RESEARCH

Our specialists abroad develop market research to help you evaluate markets for your educational services. Research ranges from short reports on areas of opportunity to detailed market and industry reports. Below are a few examples of some of our most recent market research reports available FREE OF COST. Please check the boxes next to the items of interest to you, complete the brief form at the end of this newsletter, and fax or e-mail it back to the trade specialist above to receive the complete reports.

Detailed Country Reports:

<input type="checkbox"/>	Malaysia	Undergraduate Studies- Malaysian Students to USA	October 27, 2005
<input type="checkbox"/>	Thailand	Market Potential for Graduate and Undergraduate Recruitment	October 20, 2005
<input type="checkbox"/>	China	Market for Management Education	October 18, 2005
<input type="checkbox"/>	China	Overseas Study Market	September 26, 2005
<input type="checkbox"/>	Venezuela	ESL Services Overview	September 19, 2005
<input type="checkbox"/>	West Bank	Palestinian Education and Training Service Sector Brief	September 2, 2005
<input type="checkbox"/>	Chile	English as a Second Language Show	August 26, 2005
<input type="checkbox"/>	Turkey	English as a Second Language Instruction in Turkey	August 17, 2005
<input type="checkbox"/>	Germany	Market for e-learning Systems	August 11, 2005
<input type="checkbox"/>	Turkey	Education Minister Pronouncement	August 3, 2005

These reports can also be found at www.export.gov.

PROMOTIONAL EVENTS

The U.S. Department of Commerce develops and/or supports promotional fairs abroad at which U.S. educational institutions can recruit international students and meet with educational multipliers and agents. Events include trade missions, promotional fairs and educational seminars. Below is a list of our upcoming programs.

❑ February 12-16, 2006 American Education Expo - GULF 2006

Fairs organized by International Student Network (ISN). The U.S. Commercial Service has certified these education fairs and will be providing support logistical and promotional support. Dubai on 2/12 and 2/13/06, Abu Dhabi on 2/14/06, Kuwait City on 2/16/06. See <http://www.isnexpo.com>.

❑ March 13-16, 2006: Education and Career Development Expo - Kuwait

Exhibitors at this show are international & Kuwaiti public & private universities, colleges, language schools, educational & training institutes, consulting centers, and career development institutes. Amideast will have a booth to counsel those interested in studying in the U.S., and the U.S. Commercial Service in Kuwait is organizing a literature display booth for interested U.S. educational institutions and companies (cost: \$400). The U.S. Commercial Service will provide a briefing on the Kuwaiti education market to all U.S. exhibitors, and if there are enough, they will also organize a U.S. pavilion. Career training, especially IEP's and computer skill courses, is in high demand. Also, the Kuwaiti Government sends a fairly large number of its students to study in the U.S. For more information on this show and background on the Kuwaiti education market, please contact the trade specialist listed at the top of this newsletter.

❑ March 27-30, 2006: Bologna Children's Book Fair - Italy

The U.S. Commercial Service of the Department of Commerce is pleased to announce its collaboration with the Association of Educational Publishers on the 2006 Global Learning Initiative (GLI) at the Bologna Children's Book Fair to be held in Bologna, Italy, March 27-30, 2006. We would like to encourage U.S. companies in the educational publishing field—both print and multimedia-- to participate in this important opportunity to increase your international business. Much more than a space within the Fair, the GLI is a program to bring together print and multimedia publishers of educational books, materials, software, and video from around the world. The initiative includes matchmaking appointments, workshops on doing business internationally, a speaker series, an awards program, networking receptions, market research materials, and more. To help you make the most of your presence at the Fair, the U.S. Commercial Service will provide U.S. exhibitors with a complete package of business facilitation and promotional services including: a personalized schedule of one-on-one appointments with potential partners; extensive marketing of your presence at the exhibition; onsite assistance/counseling from Commercial Service staff for the duration of the Fair; shipping assistance; and a pre-fair briefing.

❑ October 25-27, 2006 - WorldDidac 2006 - Basel, Switzerland

This show covers supplies and equipment used for basic education up to post-graduate and professional education. IT and relevant software is heavily represented as well as advanced laboratory instruments used at universities, simulators (e.g. for driving), language labs as well as education games for children. Special equipment for handicapped is also well represented. This show saw 450 exhibitors from 25 countries and 18,000 trade visitors from 42 countries in 2004. The show is also attended by many official buyer delegations at the ministerial level. *Save the date.*

Updated information on upcoming events can also be found at www.buyusa.gov/studyusa.

SOUTHERN CALIFORNIA EDUCATION TRAINING EXPORT CONSORTIUM (ETEC)

In the fall of 2003 the Riverside Community College Center for International Trade Development was awarded an ITA Market Development Cooperator Grant to promote California education and training services in Asia. ETEC has grown to include more than 65 institutions and private providers and actively promotes them in Japan, South Korea, Thailand, Malaysia, and China.

❑ Check here if you would like to be sent further information, or go to www.educationsocal.com

MORE INFORMATION

For more information on any of the programs and market research mentioned please complete the following, check the boxes next to newsletter items of interest and fax or e-mail this document to the contact listed on the top of the first page.

Your Name _____ Organization _____

Title _____ E-mail address _____

Telephone _____ Fax Number _____

Comments _____

(To be removed from this mailing list or replaced with a colleague please indicate this in the comments section).